

WXLV-TV 3500 Myer Lee Dr Winston Salem, NC 27101

Brand

Product

Ste 400 Smart Media Group-Alexandria 814 King St Alexandria, VA 22314

Comments

MCCRORY FOR GOV MCCRORY FOR NC GOVERNOR JONATHAN VITTI

Billing Type Account Types

Weekly/Irregular

National/Political Candidate Agency BRD

Sales Tax Net Total Commission

\$222.75

\$1,262.25

MCCR/ORDR/917923

Phone/Fax Buyer Name Sales Office

DOME, PATRICIA

Salesperson Agency Advertiser **Schedule Dates** Contract # 09/18/12-09/23/12 Millennium/DC, Washington DC (1108) MCCRORY FOR GOV (195181) POLITICAL CANDIDATE (ns) (1186) Smart Media Group-Alexandria (6613) McCrory for Governor (30707) 1372254

Millennium Washington DC Demo CO-OP Commission % Package Deal Order Type Headline # **Entered By** Last Modified Date Entered 15.00 Normal

09/14/12 Lisa Carter 09/13/12 A35+R ECR09818372

Rate \$1,485.00

Greensboro (WXLV)

By Broadcast Month Spots
Sep. 2012 11

Grand Total:
11
\$1,485.00

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		8.0	7.0	6.0	5.0	4.0	3.0	2.0	1.0	Line	
			8.0 Normal Line / Prime (15)	7.0 Normal Line / SPOT (14)	6.0 Normal Line / SPOT (13)	5.0 Normal Line / News (12)	4.0 Normal Line / SPOT (11)	3.0 Normal Line / SPOT	2.0 Normal Line / Prime (9)	1.0 Normal Line / SPOT (3)	Line Type / Break Type (Ref #)
		09/21/12-09/21/12	09/18/12-09/21/12	09/18/12-09/21/12	09/18/12-09/21/12	09/18/12-09/21/12	09/18/12-09/21/12	09/20/12-09/20/12	09/23/12-09/23/12	Dates	
		ω	ы	2	ω	ω	2	ω	w	Sec	
CON		:30 7:57:56P- ABC-Shark Tank (Friday)	:30 7P- 7:57P (EST)	:30 12P- 1P (EST)	:30 11:01P- News- News 14 Carolina on ABC 45 at 11pm	:30 12:02:05A- ABC-Jimmy Kimmel Live	:30 9A- The Doctors	:30 10:02P- ABC-Scandal (Thursday)	:30 10:58:40A- ABC-This Week	Length Run Times	
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CONFIRMATION CONTRACT		<u> </u>	××××	××××	× × ×	× × ×	××××	H		SPW Mo Tu We Th Fr Sa	
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, C		ь×	щ	J-4	1-4	ω	2	н	1		
		\$220.00	\$280.00	\$40.00	\$40.00	\$5.00	\$40.00	\$785.00	\$25.00	Rate	
		\$220.00	\$280.00	\$40.00	\$40.00	\$15.00	\$80.00	\$785.00	\$25.00	Total	
		\$220.00 Greensboro (WXLV)	\$280,00 Greensboro (WXLV)	\$40.00 Greensboro (WXLV)	\$40.00 Greensboro (WXLV)	\$15.00 Greensboro (WXLV)	\$80.00 Greensboro (WXLV)	\$785.00 Greensboro (WXLV)	\$25.00 Greensboro (WXLV)	Station	
		SHARK TANK	FAMILY FEUD	MILLIONAIRE	NEWS	KIMMEL	THE DOCTORS	SCANDAL	THIS WEEK	Comments	
		9/14/12	9/14/12	9/14/12	9/14/12	9/14/12	9/14/12	9/14/12	9/13/12	Entered	

3/E Bookend P/B Piggy Back

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

A COUNTY

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Comments:

Juinted Att 43.44 DRA on Randon, Contouring 43 3343

Rep Order# 9818372

Ver# w Status Revised

Traffic Order# 1372254

Last Received: Printed: 09/14/2012 4:14 PM

Showing Buylines: All Rep Revised Lines 09/14/2012 4:01 PM

1 of

Phone# Buyer Estimate# Product -Advertiser Station WXLV-TV GREENSBORO/W.SALEM 917923 PATRICIA DOME MCCRORY FOR GOV) POLITICAL

Agency Hiatus Weeks Flight Dates Agency C/P1/P2/E) SMART MEDIA GROUP 814 KING ST, SUITE 400 ALEXANDRIA, VA 22314 P1/P2/E MCCR/ORDR/917923 09/17/2012 - 09/23/2012

> Sales Office (Salesperson (Rep Firm

) WASHINGTON) JONATHAN VITTI 202-955-5342

Salesperson Phone#

Salesperson FAX#

- CONTRACT COMMENT -

Fax#

RACE OR ETHNICITY. BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO NONDISCRIMINATION CLAUSES. REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY

- REMARKS -

SEE LNS FOR MKGDS

PLS OF THANKS

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м	М-Е	M-#	ਮ -ਸ	M- F	Day
09/17-09/17 10P-11P CASTLE Sales Remark. V3 SPOTS NA AND TAKEN V3 Comment Changed, Spots/week Changed	09/17-09/21 730P-8P FAMILY FE Sales Remark. V3 SPOTS NA AND TAKEN V3 Comment Changed, Spots/week Changed	09/17-09/21 7P-730P FAMILY FE Sales Remark. V3 SPOTS NA AND TAKEN V3 Comment Changed, Spots/week Changed	09/17-09/21 730P-8P FAMILY FE Sales Remark. V3 SPOTS NA AND TAKEN V3 Comment Changed, Spots/week Changed	09/17-09/21 12P-1P MILLIONAL Sales Remark. V3 SPOTS NA AND TAKEN V3 Comment Changed, Spots/week Changed	Dates
10P-11P V3 SPOTS N ed, Spots/w	730P-8P V3 SPOTS N Jed, Spots/wa	7P-730P V3 SPOTS N	730P-8P V3 SPOTS N Jed, Spots/w	12P-1P V3 SPOTS N Jed, Spots/w	Time
10P-11P CASTLE V3 SPOTS NA AND TAKEN OUT d, Spots/week Changed	730P-8P FAMILY FEUD V3 SPOTS NA AND TAKEN OUT d, Spots/week Changed	7P-730P FAMILY FEUD V3 SPOTS NA AND TAKEN OUT d, Spots/week Changed	730P-8P FAMILY FEUD V3 SPOTS NA AND TAKEN OUT d, Spots/week Changed	12P-1P MILLIONAIRE V3 SPOTS NA AND TAKEN OUT d, Spots/week Changed	Program
.30	.30	.30	.30	.30	Len
\$640.00	\$70.00	\$70.00	\$70.00	\$20.00	Rate
0	0	0	0	0	Spots/Week
0	0	0	0	0	# of Weeks
0	0	0	0	0	Total Spots
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	Total Cost

Station V	Rep Order# EC'd Yes
WXLV-TV GREENSBORO/W.SALEI	¢ 9818372
NSBORC	Ver#
S.W/	w
ALEM	Ver# 3 Status Revised
Agency (Traffic O
) SMART MEDIA GROUI	Traffic Order# 1372254
ROUP	Printed: 09/14/2012 4:14 Last Received: 09/14/2012 4:01 Showing Buylines: All Rep Revised Lines
Rep Firm	09/14/2012 4:14 PM 09/14/2012 4:01 PM Rep Revised Lines
	2 of

*15	*14 M-F	*13) M-F	*12) M-F	*11 M-F	*10 M-F	HI 64	* **	*7 TU	Im Day	Station WX Advertiser (Product M Estimate# 9: Buyer P Phone#
09/21-09/21 Sales Remark. V3 Added	09/17-09/21 Sales Remark. V3 Added	09/20-09/20 Sales Remark. V3 Added	09/19-09/19 Sales Remark. V3 More than 2	09/18-09/18 9 09/18-09/18 9 Sales Remark. V3 V3 Comment Changed,	Dates	WXLV-TV GREENSBORO/W.SALEM () POLITICAL MCCRORY FOR GOV 917923 PATRICIA DOME				
8P-9P V3 MKGD	7P-8P V3 MKGD	12P-1P V3 MKGD	11P-1135P V3 MKGD	1202A-108A KIMMEL V3 MKGD	9A-10A V3 MKGD	10P-11P V3 MKGD	10P-11P V3 REVISED	9P-10P V3 SPOTS N	Time	W.SALEM
SHARK TANK	FEUD	MILLIONAIRE	NEWS	A KIMMEL	DOCTORS	SCANDAL	REVENGE) PROGRAM	P-10P HAPPY / DONT TRUST SPOTS NA AND TAKEN OUT Spots/week Changed	Program	Agency (81 81 Agency CPI Flight Dates Hiatus Week
	, speciment)		W	N	W		T TRUST) SI 4 KING LEXAN /P2/E
										() SMART MEDIA GROUP 814 KING ST, SUITE 400 ALEXANDRIA, VA 22314 P1/P2/E MCCR/ORDR/917923 es 09/17/2012 - 09/23/2012 eeks
.30	.30	.30	.30	.30	.30	.30	.30	30	Len	23
\$220.00	\$280.00	\$40.00	\$40.00	\$5.00	\$40.00	\$785.00	\$675.00	\$270.00	Rate	
_		1	N	υ 	² \(\tag{\tau} \)		н	0	Spots/Week	Rep Firm Sales Office () Salesperson () Salesperson Phone# Salesperson FAX#
ы	н	Н	Н	щ	ы	д	Д	0 !	# of Weeks) WASHINGTON) JONATHAN VII 202-955-5342
Н	Η	Н	Н	ω	N	Н	Н	0	Total Spots) WASHINGTON) JONATHAN VITTI 202-955-5342
\$220.00	\$280.00	\$40.00	\$40.00	\$15.00	\$80.00	\$785.00	\$675.00	\$0.00	Total Cost	

Rep Order# 9818372 EC'd Yes Product Advertiser Station WXLV-TV GREENSBORO/W.SALEM MCCRORY FOR GOV) POLITICAL Ver# w Status Revised Agency Traffic Order# 1372254 () SMART MEDIA GROUP 814 KING ST, SUITE 400 ALEXANDRÍA, VA 22314 /P1/P2/E MCCR/ORDR/917923 tes 09/17/2012 - 09/23/2012 Showing Buylines: All Rep Revised Lines Last Received: Printed: 09/14/2012 4:14 PM 09/14/2012 4:01 PM Rep Firm

Sales Office (Salesperson (Salesperson FAX# Salesperson Phone#

) WASHINGTON) JONATHAN VITTI 202-955-5342

3 of

w

Spots/Week

Len

Rate

of

Total Spots Total Cost

-- REPORT TOTALS-

E Fax#

Day

Dates

Time

Program

Agency C/P1/P2/E Flight Dates Hiatus Weeks

Phone# Buyer Estimate#

917923

PATRICIA DOME

Report Totals. 11 / \$2,135.00

-SALES MONTHLY TOTALS-

Sales Totals. 12 / \$2,160.00 Sep 12. 12 / \$2,160.00

Station Totals. 12 / \$2,160.00

Lines not sent/rcld/rtrn. 0 / \$0.00

--COMPETITIVE-

Market Totals \$30,857 CABL WGHP 26% % AXMM UNKN % % WBFX MUPN % 0/0

> TIXM WCWG

> 39% %

> MXLV WEMY

28% 70

Demos Books

null

RA35+



WXLV-TV 3500 Myer Lee Dr Winston Salem, NC 27101

Brand

Smart Media Group-Alexandria 814 King St Ste 400 Alexandria, VA 22314

> Buyer Name Sales Office

Phone/Fax

Comments Billing Type

MCCRORY FOR GOV MCCRORY FOR NC GOVERNOR JONATHAN VITTI

Weekly/Irregular

Sales Tax Net Total Commission Commission % Package Deal Order Type

Account Types

Agency Contract # Salesperson Product Advertiser Schedule Dates 09/23/12-09/23/12 MCCRORY FOR GOV (195181) McCrory for Governor (30707) 1372254

POLITICAL CANDIDATE (ns) (1186) Smart Media Group-Alexandria (6613) DOME, PATRICIA Millennium/DC, Washington DC (1108) National/Political Candidate Agency BRD Millennium Washington DC MCCR/ORDR/917923

Demo

CO-OP Headline # Entered By Last Modified Date Entered 09/13/12 09/13/12 ECR09818372 Lisa Carter

Grand Total:

Greensboro (WXLV)

By Broadcast Month Spots

Sep. 2012 1

μ

\$21.25 \$3.75 A35+R Normal \$25.00 \$25.00

Accepted-		1.0	Line
Accepted-Agency/Advertiser:		1.0 Normal Line / SPOT (3)	Line Type / Break Type (Ref #)
		09/23/12-09/23/12	Dates
		ω	Sec
Date:		ü	Sec Length
Accepted-Station:	CONFIRMATION CONTR	:30 10:58:40A- ABC-This Week	Run Times
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	RAC1	Д.	Spots
Date:	Т	\$25.00	Rate
Comments:		\$25.00	Total
		\$25.00 Greensboro (WXLV)	Station
		THIS WEEK	Comments
		9/13/12	Entered

EC'd Yes	Rep Order#
	9818372
	Ver#
	2
	Status

WXLV-TV GREENSBORO/W.SALEM

Agency

Traffic Order# 1372254

Returned

Last Received: Printed: 09/13/2012 2:11 PM

1 of

N

Showing Buylines: Last Sta Revised Lines 09/13/2012 11:34 AM

Rep Firm

Salesperson (Sales Office (

) WASHINGTON) JONATHAN VITTI 202-955-5342

Salesperson FAX# Salesperson Phone#

- CONTRACT COMMENT -

Hax# Buyer Estimate# Advertiser Station

Phone#

Product

MCCRORY FOR GOV

) POLITICAL

917923

PATRICIA DOME

Flight Dates Agency C/P1/P2/E

09/17/2012 - 09/23/2012 MCCR/ORDR/917923

ALEXANDRIA, VA 22314 () SMART MEDIA GROUP 814 KING ST, SUITE 400

Hiatus Weeks

RACE OR ETHNICITY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO NONDISCRIMINATION CLAUSES. REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY

- REMARKS -

pls see time # 8 for n/a and mg offer ** * tks m-f w/o 9/17 11-1135p 1x \$40 m-f w/o 9/17 1202-108m 1x \$5 pls see lines 6 % 7 for n/a's. Let's offer. pls see lines 1,2,4 & 5 for m/a smand need rates * pls advise/revise asap. 9/20_10-11p 1x \$785 **%** E f w/o 9/17-9-10a 2x \$40/ea M-H M-F Z M-F M-F Day Station Remark. 09/17-09/17 Station Remark. 09/17-09/21 Station Remark. 09/17-09/21 Station Remark. 09/17-09/21 Station Remark. 09/17-09/21 Dates scandal) the doctors) hews) kimmel) V2 line is n/a due to prg chg V2 line is n/a - will need \$280/ea to clear V2 line is n/a - will need \$40/ea to clear V2 line is n/a - will need \$280/ea to clear V2 line is 10P-11P Time 730P-8P 7P-730P 730P-8P 12P-1P 1111 n/a - will need CASTLE FAMILY FEUD FAMILY FEUD FAMILY FEUD MILLIONAIRE Program \$280/ea to clear

Len

Rate

Spots/Week

of Weeks

Total Spots

Total Cost

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\$20.00

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\$60.00

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\$640.00

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\$70.00

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\$70.00

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\$70.00

	EC'd Yes	Rep Order#
		9818372
		Ver# 2
		Status Returned
		Traffic Order# 1372254
Showing Buylines	Last Received: 09/	Printed:
:: Las	ed:	ed:
nowing Buylines: Last Sta Revised Lines	ed: 09/13/2012 11:34 AM	ed: 09/13/2012 2:11 PM
:: Last Sta Revised Lines	ed: 09/13/2012 11:34 AM	

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Station W. Advertiser	Product	Estimate#	Buyer	Phone#	Fax#	Ħ		DI C Z*		* ∞	,
ı WX tiser (#		Day	1	김		M.	
Station WXLV-TV GREENSBORO/W.SALEM Advertiser () POLITICAL	MCCRORY FOR GOV	917923	PATRICIA DOME			Dates	1 1 1 1 1	09/18-09/18	Station Remark.	09/19-09/19	Station Remark.
SALEM						Time	1 1 1 1	9P-10P	V2 line is	10P-11P	V2 line is revenge)
Agency () S 814 KIN	ALEXA	Agency C/P1/P2/E	Flight Dates	Hiatus Weeks		Program		HAPPY / DONT TRUST	V2 line is n/a due to prg chg	NASHVILLE	v_2 line is n/a due to prg chg-offer $9/19$ stp lx ncir revenge)
Agency () SMART MEDIA GROUP 814 KING ST, SUITE 400	ALEXANDRIA, VA 22314	MCCR/ORDR/917923	09/17/2012 - 09/23/2012			Len		.30		.30	er 9/19 stp lx ncir
						Rate	!	\$270.00		\$675.00	i. Š
Rep Firm Sales Office ()			Salesperson Phone#	Salesperson FAX#	1	Spots/Week	† † † †	1		ъī ,	
WASHIN	JONATH		202-95:			# of Weeks		Н		Н	
GTON	ITTIV NA		5-5342			Total Spots	1 1	۲		ш	
						Total Cost	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	\$270.00		\$675.00	
Sales Office () WASHINGTON	Salesperson () JONATHAN VITTI		2	Salesperson FAX#		Rate Spots/Week # of Total Weeks Spots		\$270.00 1 1 1		\$675.00 1 1 1	

-REPORT TOTALS-

Report Totals. 13 / \$2,135.00

-- SALES MONTHLY TOTALS-

Sep 12. 14 / \$2,160.00 Sales Totals. 14 / \$2,160.00 Station Totals. 14 / \$2,160.00

	Market Totals \$30,857	-COMPETITIVE-	Lines not sent/rcld/rtrn. 0 / \$0.00
WGHP	CABL		
26%	%		
ATMM	UNKN		
%	%		
WUPN	WBFX		
%	%		
TIXM	WCWG		
39%	0%		
	26% WMYV 0% WUPN 0% WXII	\$30,857 CABL 0% UNKN 0% WBFX WGHP 26% WMYV 0% WUPN	Market Totals \$30,857 CABL 0% UNKN 0% WBFX 0% WCWG WGHP 26% WMYV 0% WUPN 0% WXII

WIV

Books

null RA35+

Demos

Traffic Order# 187225

> Showing Buylines: All Lines Last Received: Printed:

09/13/2012 11:31 AM 09/13/2012 11:25 AM

1 of N

Phone# Buyer Estimate# Product Advertiser Station WXLV-TV GREENSBORO/W.SALEM MCCRORY FOR GOV PATRICIA DOME 917923 (----) POLITICAL

Fax#

Agency () SMART MEDIA GROUP 814 KING ST, SUITE 400 ALEXANDRIA, VA 22314 Hiatus Weeks Flight Dates Agency C/P1/P2/E 09/17/2012 - 09/23/2012 MCCR/ORDR/917923

> Sales Office (Salesperson (Rep Firm

) WASHINGTON) JONATHAN VITTI

Salesperson FAX# Salesperson Phone# 202-955-5342

- CONTRACT COMMENT -

BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETENICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY. NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN

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	M	TU	M	M-F	쩐 - 퍼	DS	M-F	M-F	Day
	09/19-09/19	09/18-09/18	09/17-09/17	09/17-09/21	09/17-09/21	09/23-09/23	09/17-09/21	09/17-09/21	Dates
	10P-11P	9P-10P	10P-11P	730P-8P	7P-730P	11A-12P	730P-8P	12P-1P	Time
(NASHVILLE	HAPPY / DONT TRUST	CASTLE V RC	FAMILY FEUD 3	FAMILY FEUD 3	THIS WEEK	FAMILY FEUD 3	MILLIONAIRE	Program
(<i>(</i>)	0							
· ·	\ '!	`							
·	.30	,30	.30	.30	.30	.30	.30	.30	Len
			.30 \$640.00	\$78.00	\$70.00	\$25.00		\$20.00	Rate
	.30	.30				\$25.00	.30 \$70.00 250 (1)		Rate
Y Acuerse	.30	.30	\$640.00	\$78.00	\$70.00	\$25.00		\$20.00	Rate
	.30 \$675.00 1	.30	\$640.00	\$78.00 20 2(1)	\$70.00	\$25.00		\$20.00 (3	Rate Spots/Week

-REPORT TOTALS-

Report Totals. 14 / \$2,160.00

--SALES MONTHLY TOTALS--

Sep 12. 14 / \$2,160.00

Send a/20 10-110 1x 7 (5 (3) 0110 ~ [who IT 9-137 dx + 30/15 (2) 1232-1082 1x \$7 (B)

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11-11356

1x \$ (3

Books null Demos RA35+	Sales Totals. 14 / \$2,160.00 Station Totals. 14 / \$2,160.00 Lines not sent/rcld/rtrn. 0 / \$0.00COMPETITIVE Market Totals \$30,857	Station WXLV-TV GREENSBORO/W.SALEM Advertiser () POLITICAL Product MCCRORY FOR GOV Estimate# 917923 Buyer PATRICIA DOME Phone# Fax#	Rep Order# 9818372 Ver# 1 Status New EC'd Yes
	CABL 0% UNKN 0% WBFX 0% WGHP 26% WMYV 0% WUPN 0%	Agency () SMART MEDIA GROUP 814 KING ST, SUITE 400 ALEXANDRIA, VA 22314 Agency C/P1/P2/E MCCR/ORDR/917923 Flight Dates 09/17/2012 - 09/23/2012 Hiatus Weeks	Traffic Order# Printed: 09. Last Received: 09. Showing Buylines: All Lines
	WCWG 0% WFMY 28% WXII 39% WXIV 7%	Rep Firm Sales Office () WASHINGTON Salesperson () JONATHAN VITTI Salesperson Phone# 202-955-5342 Salesperson FAX#	09/13/2012 11:31 AM 2 of 09/13/2012 11:25 AM Lines

2 of 2